



PATENTS  
Attorney Docket No.: 2000522.125 US2  
Express Mail Label No.: EV735323527US

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Seth Haberman et al. Examiner: Christopher L. Parry  
Application No.: 09/841,465 Confirmation No.: 5373  
Filing Date: April 24, 2001 Art Unit: 2614  
For: SYSTEM AND METHOD FOR SIMULTANEOUS BROADCAST FOR  
PERSONALIZED MESSAGES

Mail Stop Amendment  
Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REPLY TO OFFICE ACTION**

Dear Sir:

This Reply is in response to the Office Action that was mailed on September 30, 2005 (hereinafter, "Office Action"), having a three-month shortened period of response set to expire by December 30, 2005. Applicants have submitted herewith a petition for a one-month extension of time for responding to the Office Action, thereby extending the deadline to January 30, 2006.

Responsive to the Office Action, applicants hereby amend the above-identified patent application as follows:

**Amendments to the Specification** begin on page 2 of this Amendment.

**Amendments of the Claims** are reflected in the listing of claims that begins on page 5 of this Reply.

**Amendments to the Drawings** begin on page 10 of this paper and include attached replacement sheets.

**Remarks** begin on page 11 of this Reply.

**Conclusion** begins on page 20 of this Reply.

**Authorization** begins on page 22 of this Reply.